

ABSTRACT

Systems and methods are provided to increase the scalability of subscriptions in an electronic database environment. In an illustrative implementation, a computing application comprises at least one instruction set to cooperate with a data environment to optimize the processing of subscriptions by the data environment when communicating with cooperating services and/or applications. In operation, a subscription is identified. A subscription template is created for the subscription and the subscription template is parameterized to create a parameter table containing parameters (e.g. subscription constants). A join is then performed between the parameters of the parameter table and the parameterized subscription templates to generate application and/or service data required by the cooperating services and/or applications. The data is then processed by the applications and/or services.